Alan Brown, principal of WolfBrown, is a leading researcher and management consultant in the arts and culture sector worldwide. His work focuses on understanding consumer demand for cultural experiences and on helping cultural institutions, foundations and agencies to see new opportunities, make informed decisions and respond to changing conditions. His studies have introduced new vocabulary to the lexicon of cultural participation and propelled the field towards a clearer view of the rapidly changing cultural landscape.

He speaks frequently at national and international conferences about audience behaviors, trends in cultural participation, and the value system surrounding arts programs.